

November Member Newsletter from:  
Beresford/Hillsdale  
Neighborhood Association  
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## Beresford/Hillsdale Neighborhood Association

[www.beresfordhillsdale.org](http://www.beresfordhillsdale.org)

November 2022

### VOTE NOVEMBER 8<sup>th</sup>

#### **BHNA to DISCUSS WHAT'S NEXT FOR RESIDENTS & OUR CITY, NOV. 15<sup>th</sup>**

Join us virtually to review what's next post-election. There is still a 4<sup>th</sup> councilmember to appoint! Also, we hope to have a crime update since it seems we're having continuous issues on or near the mall property.

**Here is the ZOOM LINK (We'll email link by request if you receive this newsletter via USPS):**

**<https://us02web.zoom.us/j/87587061973?pwd=U3lvS050eURHTW1NaVBDUGZyaVUzZz09>**

Meeting ID: 875 8706 1973

Passcode: 534578

One tap mobile

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**Learn More Before You Vote!** - Who endorses our Dist. 5 Council Candidates? What are the candidates' priorities? What do they bring to the table to represent *us*? Learn more about Council candidate Rod Linhares at [www.RodforSanMateo.com](http://www.RodforSanMateo.com) and Council candidate Adam Loraine at [www.AdamLoraine.com](http://www.AdamLoraine.com).

**It Was Nice to See You!** – Our October BHNA Coffee and Donuts in the Park brought out members we know and some we didn't! It's such a nice way for us to connect in person, and we hope you enjoyed the opportunity as much as we did. Cooler weather may keep us from another for a while!

7:30 P.M. VIRTUAL BHNA MTG.

**Tuesday, Nov. 15<sup>th</sup>**

**WHAT'S NEXT for Our  
District/ City Post Election?**

**AND: Update on Area Crime**

**MALL QUESTIONS CONT'D.:** A resident asked how the plan will come to fruition. President Nash commented that there are no design requirements in our city and we need architectural controls. *Kohar said to ensure architectural integrity they hope to build that into their plan to codify. They hope to have objective standards.* Nash pointed out that the state 'is not our friend' where it comes to guidelines for projects.

A resident asked if the North Block would remain. *Response: We think so, but the parking may change.*

To reach consultant Kohar Kajayan: [kohar@kohplanning.com](mailto:kohar@kohplanning.com)

NOTEWORTHY: The developer, of course, has final word over any final presentation by these consultants. They are the 'idea' people for this stage of the game.

**Hillsdale Mall Redevelopment News!** San Mateo United (SMUHA) hosted Bohannon Development Consultants for an update regarding the Hillsdale Mall Redevelopment in October. As a SMUHA member, BHNA Board representatives attended, and the public was also welcome. (We were glad to see so many of you online for this hybrid meeting!) We'd like to share notes from this meeting as well as the link to watch the meeting recording, especially directing your interest to their slide deck illustrating their 'programming model.' <https://www.youtube.com/watch?v=WwqNrbvcFbs>

Meeting Notes: Redevelopment Consultant guests introduced were Kohar Kojayan (owner of Koh Planning, focused on Master Planning and Entitlement Strategy) Laura Johnson (with Gehl - a global leader in urban design), and Kristin Hall (KH Consulting & Design).

Reimagine Hillsdale Website: [reimaginehillsdale.com](http://reimaginehillsdale.com) This redevelopment is a Bohannon/Northwood Partnership.

Kohar: This is a joint venture to create a more exciting place. Outreach is a key component as this is a 'people first' project. Gehl is a global urban design firm, known for 'people first planning,' designing places for people that are walkable and bikeable. They try to understand patterns of what people do. Gehl has data scientists and social scientists who try to think first about public life, then space and then design buildings, which is a different way of Master planning. We ask: What makes a great neighborhood? Community inclusion, social connections, culture, economic activity, mobility, sustainability, urban form. In the center is public life. This will be a community driven plan where we will share what we are working on and envision a future together.

Kohar introduces Kristin notes the shift in retail where there is an 8-fold increase over mall closures in the last 5 years, and 20-25% are threatened economically, nationwide, and shares that there can be more dynamic land use. Instead of an anchor store for malls, the anchor can be 'experience.' The new North Block is a good example of what they want to see more of.

There will be a 3-Phase process: Brainstorming (mostly completed), defining ideas (we are here now) and then choosing ideas. Alternatives from this process will be shared next year.

The feedback so far asks for the following in this order: housing, economic vitality, parks/plazas, evening activities, and outdoor comfort (places to be that aren't too hot, too shaded, etc.) They can include diverse housing, refreshed retail, a hub for culture and family friendly activities. All ideas are up in the reimagine store now.

A slide was put up showing initial thoughts of what could go where as a programming model (see meeting recording). This would/could include housing on the south end of the property, and an open plaza/park near Hilldale Boulevard, retail just north of that and then the current North Block - with the land strip east of El Camino utilized for jobs, creating a safe and inviting space by CalTrain, buildings, retail, etc. They're open to hearing what residents want there.

Q: When will residents see the first set of plans for this property? A: *We will present alternatives for what the site can look like in the first quarter of next year. Four months after that, we will have an Open House to show our preferred alternative.*

Q: Do you intend to keep Trader Joe's? A: *We've heard a desire to do so from residents.*

BHNA Board member Mike Ragan asked if the Hillsdale Garden Apartments would be part of this discussion/redevelopment. *Response: They will include them in their study areas and then see their willingness to be part of this process. However, the City's Land Use Alternatives include the Hillsdale Garden Apartments.*

President Nash underscored the importance of parks and open space. The presenters said they were hearing a desire for 'pleasant places to walk.'

Rich Hedges voiced concern about Macy's shutting down and the resultant loss of income for the City. He mentioned how well done he has seen other taller buildings built (before Measure Y height limits by its parent Measure H,) and that he wants to work to get the maximum but would like to avoid the resident uproar that went on when Bay Meadows was proposed.

A nearby resident wanted to know exactly who the people were that the presenters got feedback from, and wanted to know if they had heard ideas from actual neighborhood residents. He also questioned their reference to a 'soft edge' of the design that abuts the Edison neighbors for clarity, and wanted to know what building height they were thinking of in that location. *Response: We know being sensitive is an important part of this plan. We'll consider thoughts/ideas for that edge of the property. They noted they intended to plan to create smart parking strategies (for concerns of overflow parking in the neighborhoods), to plan to avoid cut through traffic to the neighborhood and also to plan to avoid trash showing up in the neighborhood. They are working to make Edison more of a neighborly street and are considering the building and scale for that issue.*

BHNA Board member Lisa Taner asked if they had considered or would be talking with the other developer the joint impacts their project would have on the Hillsdale Boulevard artery out to 101 with the additional redevelopment of the Hillsdale Inn (at Saratoga and Hillsdale). *Response: They would use traffic demand measurements for their site. Traffic studies will be done as they get further along.* Lisa Taner suggested to presenters that for trust building with the community, when they are ready to show residents their plans, they also show what is possible if state density bonuses are utilized. Residents don't want to be surprised like those in Central San Mateo, who were supportive of a 5 story building, but then found out they were getting a 7 story building due to bonuses - with zero additional parking.

Presenters talked about making the project feel like a continuation of residents' backyards where they can come and go (for use) and it feels permeable back and forth.

BHNA Board member Mike Ragan talked about how Hillsdale Mall asked the City to be an exception to Measure Y height/density limits and asked about parking since Transit Oriented Housing parking requirements are minimal. He wanted to know how impacts would be mitigated. *The presenters said they would plan for the project to be 'sufficiently parked' and also easy to get to. They will work with CalTrain to improve corner connections (like at 31st and El Camino).*

A resident asked if there would be adaptations in reaction to the pandemic. *Presenters responded that their design would be an open opportunity for people to spend more time where they live, with plans for mixed use and creating a vibrancy which will keep people (residents for that project) close to home and take cars off the road.*

**QUESTIONS CONTINUED ON BACK PAGE OF NEWSLETTER.** For all meeting questions, watch recording.